

**PSJ4 SOL Opp Exh 11**

**Produced Natively**

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Hong Kong  
Johannesburg  
London  
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Stockholm  
Vienna  
Washington, D.C.

# Purdue Pharma Crisis Keywords

Reputation management through  
targeted paid search advertisements

March 2016

BRUNSWICK

## Paid Search Advertising Background

- ✓ By purchasing highly-targeted strings of keywords that people are likely to use to find out more information about the articles, we can ensure that PurduePharmaFacts.com is at the top of a user's search results.
- ✓ We've tailored the recommendation to capture only people searching for information related to the LA Times articles and to not interfere with Purdue's marketing efforts surrounding OxyContin or spark curiosity where there was none before.
- ✓ Following publication, Brunswick will work hand-in-hand with you to refine the list of keywords and develop ad text based on the exact contents of the article.

Keyword Buckets	Keywords
LA Times/Purdue	<ul style="list-style-type: none"> <li>• Purdue LA Times</li> <li>• Purdue Los Angeles Times</li> <li>• Purdue Pharma LA Times</li> <li>• Purdue Pharma Los Angeles Times</li> </ul>
LA Times/Oxycontin/Oxycodone	<ul style="list-style-type: none"> <li>• OxyContin LA Times</li> <li>• OxyContin Los Angeles Times</li> <li>• Oxycodone LA Times</li> <li>• Oxycodone Los Angeles Times</li> </ul>
Sunshine study	<ul style="list-style-type: none"> <li>• Dr. Abraham Sunshine</li> <li>• Sunshine study</li> <li>• Sunshine study oxycodone</li> <li>• Sunshine study OxyContin</li> </ul>

### *Sample search ads:*

*Keyword list and ad text to be refined  
based upon final contents of article.*

**Purdue and the LA Times - PurduePharmaFacts.com**  
 Ad [www.PurduePharmaFacts.com](http://www.PurduePharmaFacts.com)  
 Things aren't quite what they seem. Find out the real story here!

**Fact checking the LA Times - PurduePharmaFacts.com**  
 Ad [www.PurduePharmaFacts.com](http://www.PurduePharmaFacts.com)  
 Find out how Purdue has worked with doctors to prevent Oxycodone abuse!

**OxyContin and the Sunshine Study - PurduePharmaFacts.com**  
 Ad [www.PurduePharmaFacts.com](http://www.PurduePharmaFacts.com)  
 Learn the facts behind Dr. Abraham's revolutionary study on OxyContin.

Keyword Buckets	Keywords
Region Zero	<ul style="list-style-type: none"> <li>• Region zero</li> <li>• Region 0</li> <li>• Purdue region zero</li> <li>• Purdue region 0</li> </ul>
Diversion	<ul style="list-style-type: none"> <li>• OxyContin diversion</li> <li>• Oxycodone diversion</li> <li>• Purdue diversion</li> </ul>
Opioids	<ul style="list-style-type: none"> <li>• Opioids LA Times</li> <li>• Opioids Los Angeles Times</li> <li>• Purdue opioids</li> <li>• Purdue Pharma opioids</li> </ul>
Purdue/DEA	<ul style="list-style-type: none"> <li>• Purdue DEA</li> </ul>

### *Sample search ads:*

*Keyword list and ad text to be refined  
based upon final contents of article.*

**Purdue and Region Zero - PurduePharmaFacts.com**  
 Ad [www.PurduePharmaFacts.com](http://www.PurduePharmaFacts.com)  
 How Purdue's Region Zero program has stopped unethical behavior.

**Stopping OxyContin Diversion - PurduePharmaFacts.com**  
 Ad [www.PurduePharmaFacts.com](http://www.PurduePharmaFacts.com)  
 Purdue's successful program to stop diversion has prevented drug abuse

**Helping Prevent Opioid Abuse - PurduePharmaFacts.com**  
 Ad [www.PurduePharmaFacts.com](http://www.PurduePharmaFacts.com)  
 Find out how Purdue Pharma is working to prevent opioid abuse!



